

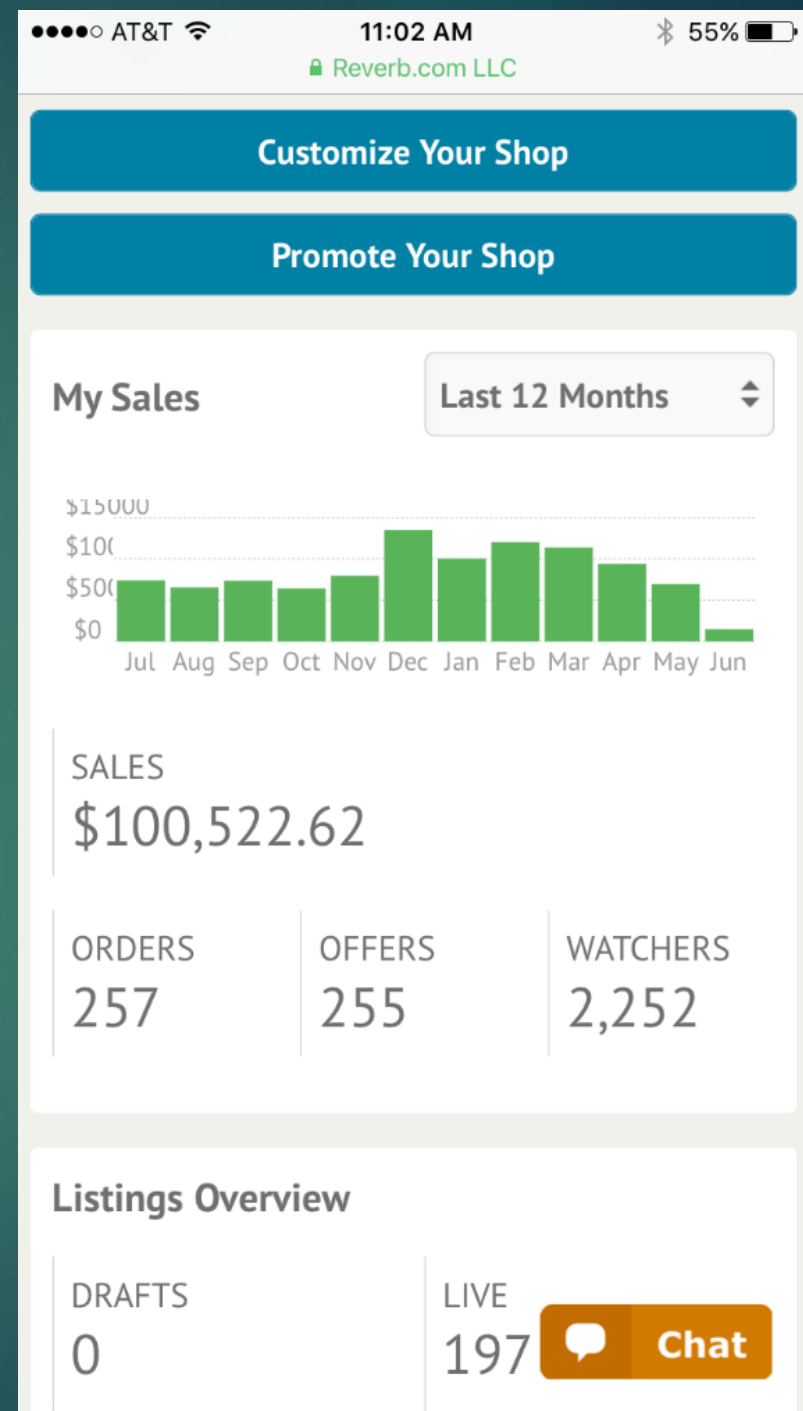




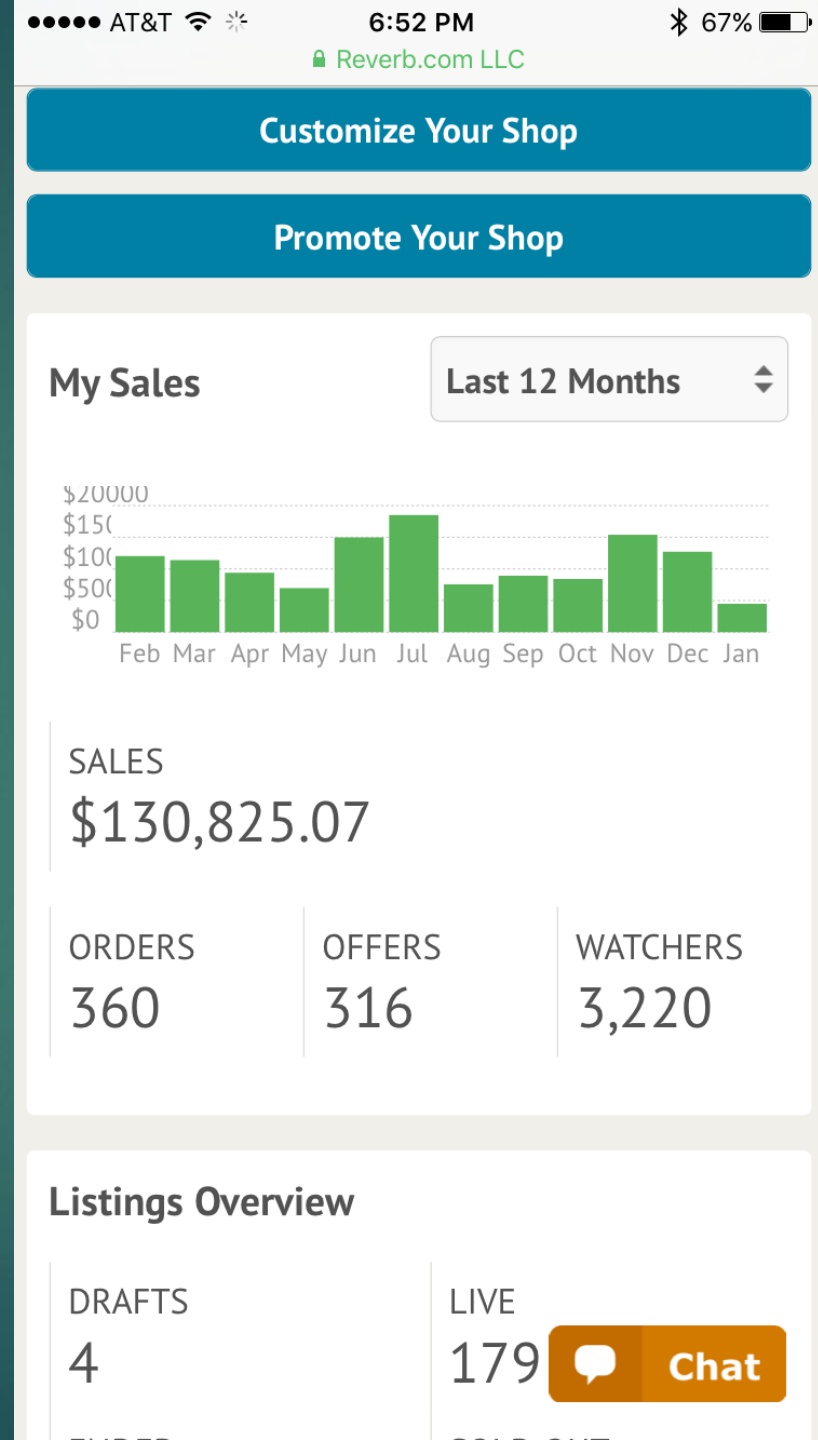
5 Essentials for Maximizing Sales on Reverb.com



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- ▶ Who was at my Nashville Reverb presentation?
 - ▶ Who is selling right now on Reverb.com?

Screenshot of 12 months
Monster Music revenue
on Reverb.com as of my
past Summer NAMM
presentation.



Screenshot of 12 Months Monster Music Reverb.com Revenue as of early January.
Up 62% annually since Summer NAMM



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- ▶ Is there anything about Monster Music that is unique in our ability to do these numbers? NO!
 - ▶ Anyone can do it...and in about 30 minutes you will know how.



▶ First of all, just what is Reverb.com and why do you need to know about it?

Screenshot of Reverb.com Homepage


(looks innocent
enough)

The screenshot displays the Reverb.com homepage with the following elements:

- Header:** The Reverb logo is on the left. A search bar contains the text "Find used & new music gear...". To the right are links for "News", "Price Guide", "Sell" (highlighted in a yellow box), a shopping cart icon, "Sign Up", and "Log In".
- Category Navigation:** A horizontal menu lists categories: Electric, Acoustic, Bass, Amps, Effects, Drums, Pro-Audio, Synths, DJ, Folk, Orchestra, Software, and an "Explore" link.
- Featured Content Cards:**
 - Left Card:** A close-up of hands playing an acoustic guitar. Text at the bottom reads "HANDPICKED" and "Deals & Steals".
 - Middle Card:** A red amplifier rig. Text reads "GEAR GIVEAWAY" and "Complete Pro Production Rig Giveaway".
 - Right Card:** A man sitting with a guitar. Text reads "REVERB EXCLUSIVE" and "Inside Joe Bonamassa's Home Collection".
 - Bottom Card:** A colorful, stylized illustration of a guitar. Text reads "GALLERY" and "Vintage Music Gear Magazine Ads".
- Secondary Navigation:** A row of links: Price Guide, Gifts For Musicians, News, Price Drops, Top Shops, Gift Cards, Browse Brands, and Handpicked Collections.
- App Promotion:** A banner for the Reverb app. It shows two smartphones displaying the app interface. Text says "Get the Reverb app. Buy & Sell gear from anywhere". It includes "Download on the App Store" and "GET IT ON Google Play" buttons.
- Handpicked Collections:** A section titled "Handpicked Collections" with the text: "Browse collections of rare vintage guitars, unique handmade gear, great deals, and more – all handpicked by Reverb experts."

STATS TO CHEW ON: (WHY YOU NEED TO BE ON REVERB)

- ▶ **Projected Sales:** \$465 million in 2017 with \$1 Billion by 2019
- ▶ **Projected Transactions:** 1.5 million in 2017
- ▶ **Number of Sellers:** 115,000+ sellers
- ▶ **Number of Reverb Sellers with Storefronts:** ~3 percent
- ▶ **Number of Monthly Visitors:** 8 million!

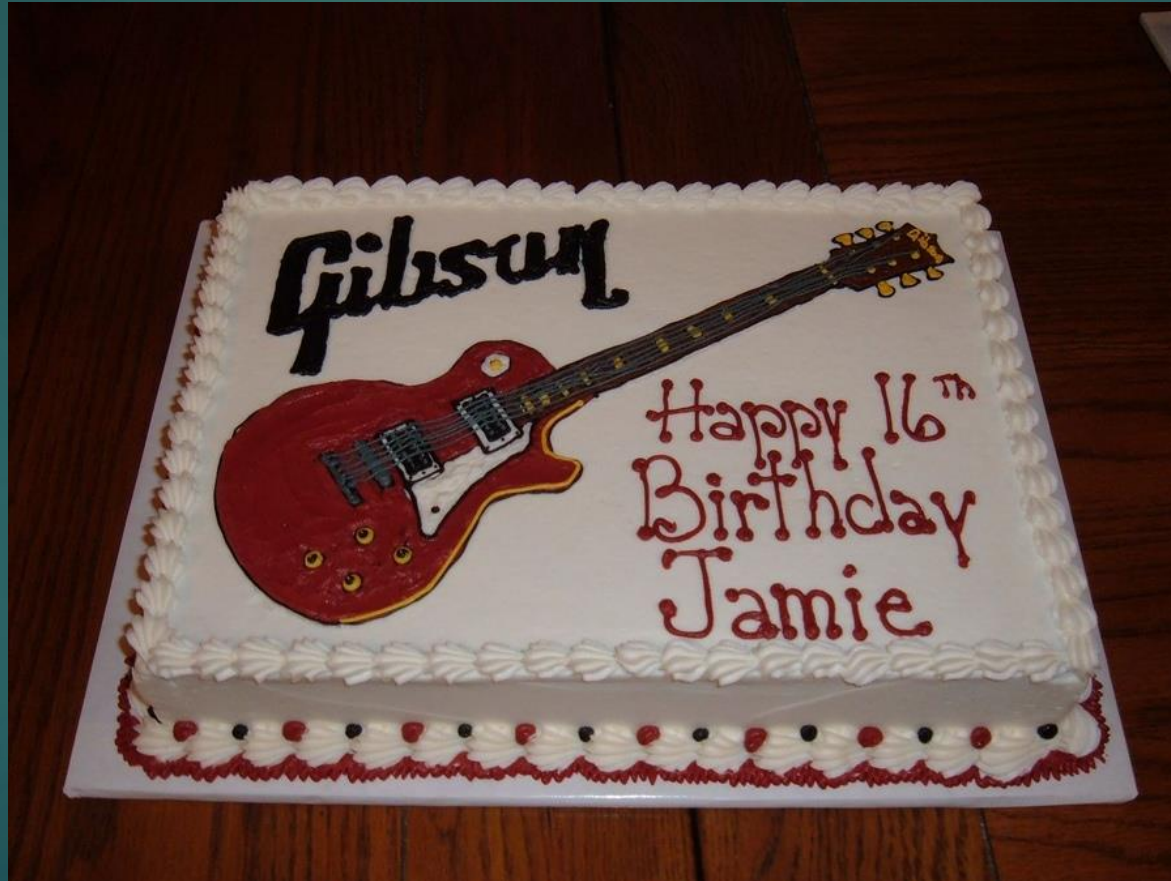
- 
- ▶ Reverb VS Ebay
 - ▶ Reverb – tremendous ease of Navigation
 - ▶ Ebay – clumsy
 - ▶ Reverb – totally focused on gear and the community that loves it
 - ▶ Ebay – Scattered
 - ▶ Reverb – total ease of communication, genuine feedback, transparency
 - ▶ Ebay – fights me at every turn
 - ▶ The founder has a history of using technology to improve platforms!



What products are great for Reverb and how can you increase the number of products in your shop that are perfect for Reverb?

Start with taking a careful walk around your shop!

Birthdays are great...except when
your gear celebrates them!



- ▶ Craigslist
- ▶ Use search terms to get focused results
- ▶ “Must sell”
- ▶ “Package deal”
- ▶ Then search those results for items WITHOUT pictures and/or with lousy pictures.
- ▶ These techniques have yielded me consistently good results

The screenshot shows the Craigslist website for the 'long island, NY' area. The page is organized into several main sections:

- Navigation and Search:** Includes the Craigslist logo, 'post to classifieds', 'my account', and a search bar with the text 'search craigslist' and a search input field.
- Event Calendar:** A calendar grid for the current month, with dates 2 through 29 visible.
- Help and Support:** Links for 'help, faq, abuse, legal', 'avoid scams & fraud', 'personal safety tips', 'terms of use', 'privacy policy', and 'system status'.
- Community and Discussion:** A list of links for 'about craigslist', 'craigslist is hiring in sf', 'craigslist open source', 'craigslist blog', 'best-of-craigslist', 'craigslist TV', 'craigslist joe', and 'craig connects'.
- Community:** A list of categories including 'activities', 'artists', 'childcare', 'classes', 'events', 'general', 'groups', 'local news', 'lost+found', 'musicians', 'pets', 'politics', 'rideshare', and 'volunteers'.
- Housing:** A list of categories including 'apts / housing', 'housing swap', 'housing wanted', 'office / commercial', 'parking / storage', 'real estate for sale', 'rooms / shared', 'rooms wanted', 'sublets / temporary', and 'vacation rentals'.
- Jobs:** A list of categories including 'accounting+finance', 'admin / office', 'arch / engineering', 'art / media / design', 'biotech / science', 'business / mgmt', 'customer service', 'education', 'food / bev / hosp', 'general labor', 'government', 'human resources', 'internet engineers', 'legal / paralegal', 'manufacturing', 'marketing / pr / ad', 'medical / health', 'nonprofit sector', 'real estate', 'retail / wholesale', 'sales / biz dev', 'salon / spa / fitness', 'security', 'skilled trade / craft', 'software / qa / dba', 'systems / network', 'technical support', 'transport', 'tv / film / video', 'web / info design', 'writing / editing', and '[ETC]'. There is also a '[part-time]' link.
- For Sale:** A list of categories including 'antiques', 'appliances', 'arts+crafts', 'atv/utv/sno', 'auto parts', 'baby+kid', 'barter', 'beauty+hlt', 'bikes', 'boats', 'books', 'business', 'cars+trucks', 'cds/dvd/vhs', 'cell phones', 'clothes+acc', 'collectibles', 'computers', 'electronics', 'farm+garden', 'free', 'furniture', 'garage sale', 'general', 'heavy equip', 'household', 'jewelry', 'materials', 'motorcycles', 'music instr', 'photo+video', 'rvs+camp', 'sporting', 'tickets', 'tools', 'toys+games', 'trailers', and 'video gaming wanted'.
- Services:** A list of categories including 'automotive', 'beauty', 'cell/mobile', 'computer', 'creative', 'cycle', 'event', 'farm+garden', 'financial', 'household', 'labor/move', 'legal', 'lessons', 'marine', 'pet', 'real estate', 'skilled trade', 'sm biz ads', 'therapeutic', and 'travel'.
- Personals:** A list of categories including 'strictly platonic', 'women seek women', 'women seeking men', 'men seeking women', 'men seeking men', 'misc romance', 'casual encounters', 'missed connections', and 'rants and raves'.
- Discussion Forums:** A list of categories including 'apple', 'arts', 'atheist', 'autos', 'beauty', 'bikes', 'celebs', 'comp', 'crafts', 'diet', 'divorce', 'dying', 'eco', 'educ', 'feedbk', 'film', 'fitness', 'fixit', 'food', 'frugal', 'gaming', 'garden', 'haiku', 'help', 'history', 'housing', 'jobs', 'jokes', 'kink', 'legal', 'linux', 'm4m', 'manners', 'marriage', 'media', 'money', 'motocy', 'music', 'nonprofit', 'open', 'outdoor', 'over 50', 'parent', 'pets', 'philos', 'photo', 'p.o.c.', 'politics', 'psych', 'queer', 'recover', 'religion', 'romance', 'science', 'spirit', 'sports', 'tax', 'travel', 'tv', 'vegan', 'w4w', 'wed', 'wine', 'women', 'words', 'writing', and 'yoga'.
- Language and Location:** A dropdown menu for 'english' and a list of 'nearby cl' locations including 'albany', 'allentown', 'binghamton', 'boston', 'cape cod', 'catskills', 'central nj', 'delaware', 'eastern ct', 'glens falls', 'hartford', 'HUDSON VALLEY', 'jersey shore', 'LANCASTER', 'new haven', 'new york', 'north jersey', 'northwest ct', 'oneonta', 'philadelphia', 'poconos', 'reading', 'rhode island', 'scranton', 'south coast', 'south jersey', 'utica', 'western mass', 'worcester', and 'york'. There are also links for 'us cities', 'us states', 'canada', and 'cl worldwide'.



ESSENTIAL TIP #1
TAKE GREAT PICTURES
OF THE ACTUAL
GEAR!





Monster music
New York



Monster music
New York

Monster music
New York

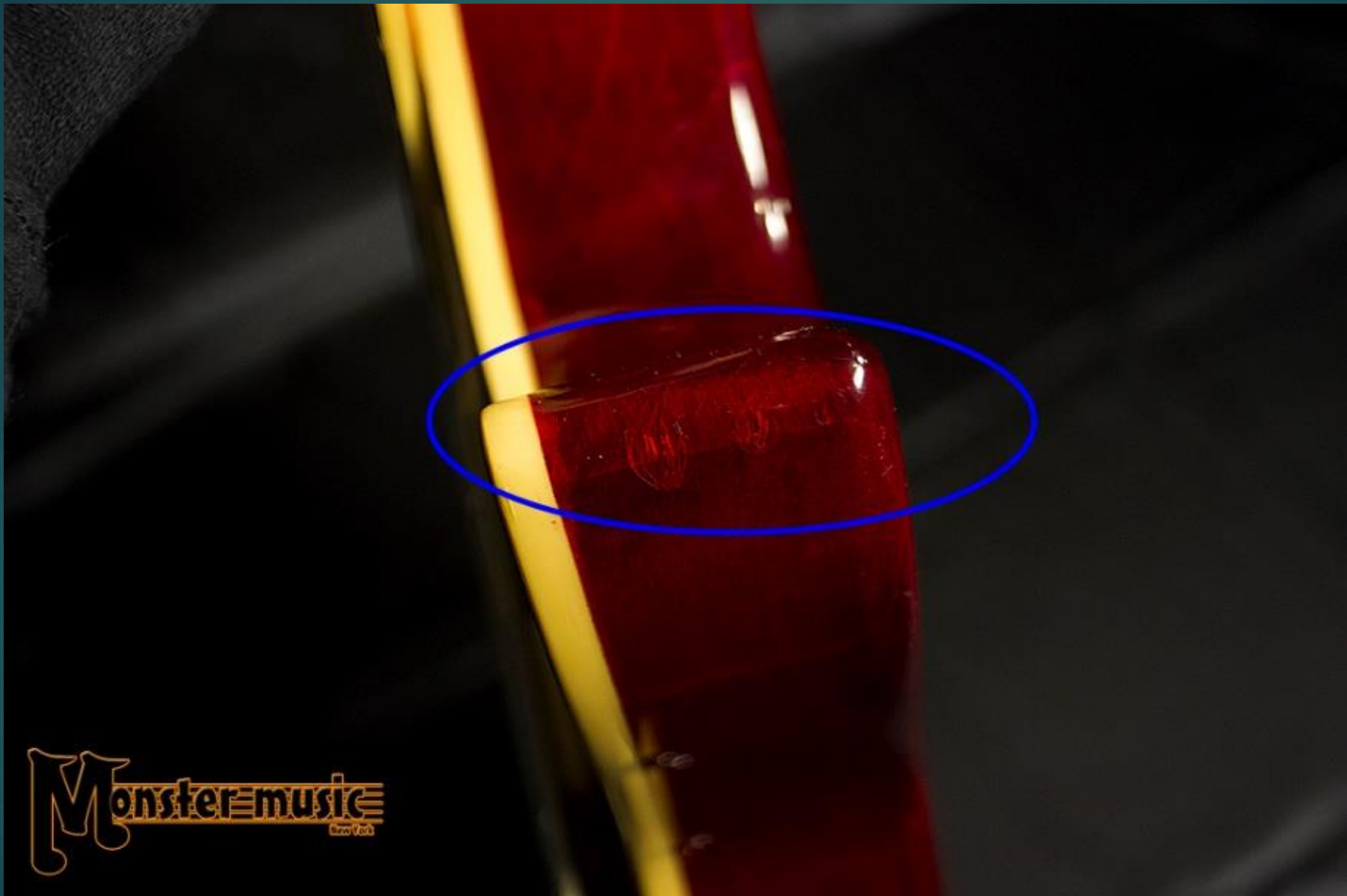


REMEMBER YOUR
DUAL JOB....YOU MUST
SIMULTANEOUSLY
SEDUCE AND
INFORM!!!



Monster Music
New York





Monster music
New York



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- ▶ ESSENTIAL TIP #2 –
 - ▶ GET YOUR LISTINGS SEEN –
UTILIZE THE “Bump” FEATURE

Browse Recent Listings

Check out the latest and greatest on Reverb.

REVERB BUMP



Epiphone Casino Ltd Ed. Left Handed Vintage Sunburst
\$575



USA Jackson SIS 2000's Blueburst Dealer Event signed by Grover...
\$2,485



Big Muff Pi Electro Harmonix Triangle V1 2nd edition with case...
\$790



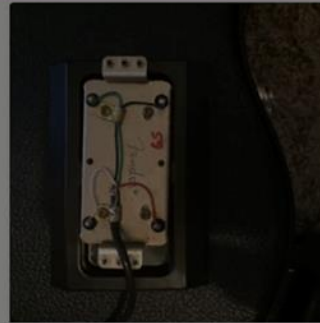
1978 Fender Jazz Bass electric bass guitar all original mint with...
\$3,699



Gibson Gibson Les Paul Traditional T 2016 Ice Tea Burst
\$1,800



Radio Shack MD1700 Keyboard 76 Keys with Touch Reponse MIDI...
\$249.22



Fender Atomic Humbucker Black
\$50



Line 6 Pod 2.0 "Classic" Desktop Guitar Modeling and FX Processor...
\$69.95





▶ ESSENTIAL TIP #3 – participate
in Reverb.com sales!

A person is lying in a green and yellow striped hammock in a music room. They are holding a guitar. In the background, there are several guitars on stands, a yellow amplifier, and a wooden staircase.

15% OFF

MEMORIAL DAY SALE



reverb

987 likes

1w

reverb Save 15% on select new and used guitars, pedals, amps, keyboards and a whole lot more this holiday weekend. Click the link in our bio to shop the sale! [#gear](#) [#gearsale](#)

donkatsu1 [@tylershick](#)



seanfromcomfortcreatures that JM is so nice



futuresight [@treygreeneis](#)



gerardopendejo This is how I want to live the rest of my life 😊



whiskynribs Dang, I wish ☐



zach_beigs So pretty!



zach_beigs I want to live in this house



Add a comment...



HOLIDAY SALE
↓
15% OFF
SELECT
NEW & USED ITEMS



SHOP NOW »



Shop Now

24 HOUR PEDAL SALE

SAVE 15% ON SELECT NEW & USED PEDALS



BEFORE MIDNIGHT
USE COUPON CODE **15PEDAL**

[Shop the Sale](#)



▶ ESSENTIAL TIP #4 Price them right!

*Use the Reverb.com price guide

*intelligent pricing yields RAPID sales

Reverb Price Guide


Reverb Price Guide

MXR M169 Carbon Copy Analog Delay

Price History Chart

Date	Asking Price	Final Price
Jun 15	\$105	\$90
Jul 15	\$95	\$90
Aug 15	\$95	\$90
Sep 15	\$95	\$90
Oct 15	\$95	\$85
Nov 15	\$95	\$85
Dec 15	\$95	\$90
Jan 16	\$95	\$85
Feb 16	\$95	\$90
Mar 16	\$95	\$90
Apr 16	\$95	\$90
May 16	\$95	\$95
Jun 16	\$105	\$100

Prices reflect monthly average for sales of item in used condition.


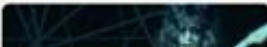


Reverb Estimated Price Range: \$80 - \$100

Transaction History

Date	Condition	Asking	Final
6/7/2016	Excellent	\$85.00	\$85.00
6/6/2016	Very Good	\$109.99	\$109.99
6/6/2016	Very Good	\$95.00	\$85.00
6/5/2016	Excellent	\$100.00	\$98.00
6/5/2016	Excellent	\$75.00	\$65.00
6/5/2016	Mint	\$104.00	\$104.00
6/4/2016	Mint	\$104.00	\$104.00
6/4/2016	Mint	\$95.00	\$95.00
6/4/2016	Mint	\$104.00	\$104.00
6/3/2016	Excellent	\$110.00	\$110.00

Related Articles





Also utilize Reverb's Tips!


AT&T 11:32 AM 41%


Reverb.com LLC

Recommendations

 **30 of your listings have lots of watchers.**
Drop prices by at least 10% and we'll let all the watchers know.


 **170 listings are more than 2 months old.**
Try updating their titles, pictures, and pricing to get more attention.


 **59 listings are not bumped.**
Bump them to get more exposure and sell them faster.

 **REFER-A-FRIEND**


Know a musician who's missing out on Reverb? Give them \$10 off their first purchase and earn \$10 in Reverb Bucks back.

Give the Gift of Reverb

[Learn More](#)  [Chat](#)



▶ ESSENTIAL TIP #5 Take care of your customers...build a great Reverb reputation

- ▶ Respond to questions IMMEDIATELY
 - ▶ Leave feedback immediately and personalize it!
 - ▶ Try to ship out all packages within 24 hours – and upload tracking info immediately!
 - ▶ Don't fight with customers!
- 

Contact Information:

- ▶ Contact Information :
- ▶ Brian Reardon
- ▶ Monster Music
- ▶ MonsterMusicNY@gmail.com
- ▶ 516-735-3594
- ▶ Meet me after for questions